GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism – Conduct of Mega Festivals for attracting International and National tourists – Empanelment of Event Management Agencies –Orders- Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE(T) DEPARTMENT

G.O.Rt.No.300 Dt:09 - 12-2015

Read the following:

1. Govt. Memo. No.1176/OSD/PMU/2015, YAT&C(PMU)Dept., Dt:04.05.2015.
2. From the Commissioner of Tourism, A.P., Letter No.745/Festival & Events/C1/2015, Dt: 19-11-2015.

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ORDER

In the reference 1st read above, Govt. have permitted the Commissioner of Tourism to take necessary action for conduct of the following Mega Festivals for attracting International and National tourists, to Andhra Pradesh

1. Buddha Jayanthi Festival at Amaravathi & Nagarjuna Konda
2. Flamingo Festival at Nellore
3. Lepakshi Festival at Ananthapur
4. Rayalaseema food and cultural festival at Tirupati
5. Visakha Utsav at Visakhapatnam
6. Kakinada Beach Festival
7. Shopping Festival at Vijayawada
8. Konaseemaprabalu Festival
9. Tribal Festival at Araku

2. In the reference 2nd read above, the Commissioner of Tourism has submitted the proposal to Govt. for empanelment of agencies for conduct of the above Mega Festivals for the duration of two years.

3. In the circumstances stated by the Commissioner of Tourism, A.P. and after careful examination of the matter, Government, hereby empanel the following agencies for the duration of 2 years for conducting the above Mega Festivals:

1. M/s. Alica Purple Events
2. M/s.DDB Events
3. M/s.CRI Events
4. M/s.Percept Sports and Entertainment
5. M/s. Rachnaoutsav Events
6. M/s.Vinsan Graphis
7. M/s. Spehere Travel Media
8. M/s. Stark group of companies
9. M/s. We the Working Elements

4. The Commissioner of Tourism is requested to ensure that for each of the event, bids are invited, as per scope of work determined for each of the festivals, from all the empanelled agencies, in a transparent manner, and further action be taken for successful conduct of each of the above festivals.

5. The Commissioner of Tourism, A.P. is also directed to add other attractions in addition to events, to create a package which should be marketed appropriately. Tourists staying overnight should be attracted. Such numbers may be determined and submitted to Government along with Action taken report from time to time.

6. The Commissioner of Tourism, A.P. is directed to take further necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

NEERABH KUMAR PRASAD
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner of Tourism, A.P., Hyderabad.

All District Collectors
Copy to:
The Vice Chairman & Managing Director, APTDC, Hyderabad.
The Director of Culture, A.P., Hyderabad
The Director of Archaeology & Museums, A.P., Hyderabad
The Secretary to Chief Minister
The Advisor (Communications), A.P., Secretariat.
SF/SC

//FORWARDED::BY ORDER//

SECTION OFFICER